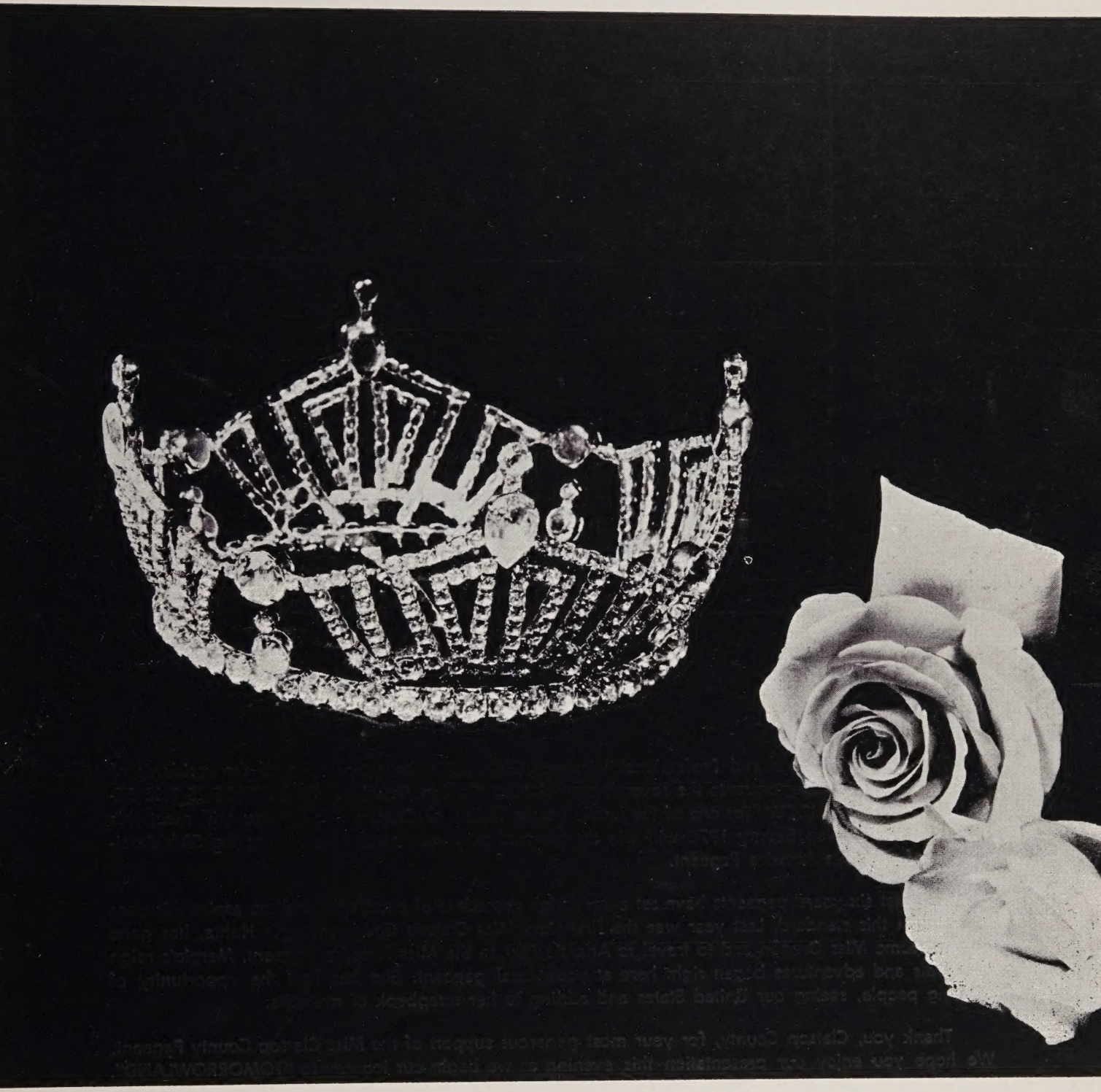
This Is The Beginning Of Tomorrow



FIRST NATIONAL BANK OF OREGON

BRANCHES SERVING

ASTORIA and SEASIDE

MARGIE HUHTA

MISS OREGON 1969

The Astoria Business and Professional Women's Club, with the cooperation of the residents of Clatsop County, proudly presents the seventh annual Miss Clatsop County Pageant. "THIS IS THE BEGINNING OF TOMORROW" for one of the lovely young ladies of Clatsop County you will meet this evening. Miss Clatsop County 1970 will win the coveted gold crown commemorating the 50th Anniversary of the Miss America Pageant.

The past six years' pageants have set a very high precedent of excellence and we aspire this year to maintain this standard. Last year was the first time Miss Clatsop County, Margie Huhta, has gone on to become Miss Oregon and to travel to Atlantic City to the Miss America Pageant. Margie's reign of travels and adventures began right here at your local pageant. She has had the opportunity of meeting people, seeing our United States and adding to her scrapbook of memoirs.

Thank you, Clatsop County, for your most generous support of the Miss Clatsop County Pageant. We hope you enjoy our presentation this evening as we begin our journey to "TOMORROWLAND".

JUDY LAGERWEY, President
Astoria Business and
Professional Women's Club.

Miss Clatsop County Pageant - 1970

EXECUTIVE DIRECTOR — JUDY LAGERWEY

ENTRIES ..... MRS. NESTOR LEINO
JUDGES ..... MRS. ROYAL KURLE
PUBLICITY ..... CHARLENE SCHULZE
PRODUCTION ..... JUDY LAGERWEY
PROGRAM BOOK ..... MRS. ROBERT CRAIG

SCHOLARSHIPS & AWARDS ..... MRS. NESTOR LEINO
TICKETS & HOUSE MANAGER ..... MRS. CHARLES DYMOND
TREASURER & SECRETARY . MRS. ROYAL KURLE

OFFICIAL HOSTESSES

MRS. EVERETT BUTLER
MRS. CARL MONSEN
THELMA WALTHER

MRS. CHRIS MESTRICH
MRS. NESTOR LEINO
MRS. JACK CLINE

ACKNOWLEDGEMENTS

CROWN
Pacific Power & Light

FLOWERS
Erickson Florist

SPECIAL EFFECTS
Rueben Jensen

OFFICIAL PHOTOGRAPHER
Ball Studios

AUDITOR
John Campbell

TROPHIES
Vern Larsen
Credit Bureau of Clatsop County

TICKETS
Paramount Drug

COSMETICS
Owl Drug Store
Steinbock's Pharmacy

TRANSPORTATION
Vern Larsen Olds Co.

NEWS MEDIA
Radio KVAS
The Daily Astorian
Columbia Press
The Penny Packer

WARDROBE
Astoria Apparel, Inc.
Gimre's Shoe Store
Adelaine's Art & Apparel
Maunula's Shoe Store
Bill's Bootery
Anita Shops
Lolly's House of Fashion
Mode O' Day
Kay-Lynn Shoes
Reed & Grimberg's
Leon's
J. C. Penney

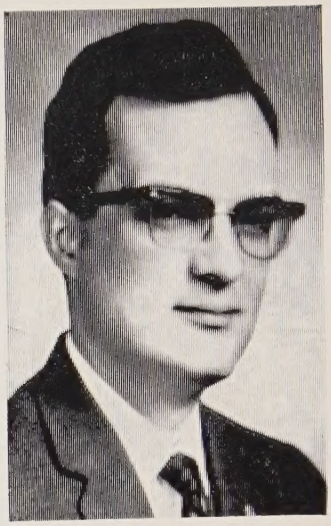
JUDGES MEALS & TEA
Pig 'n Pancake
Mrs. Vera Gault

SPECIAL GIFTS
Hildebrand Furniture
Astoria Business Equipment
Astoria Wig Salon
Bev's Stretch 'n Sew
Fisher Bros. Co.

Official Judges

HOST JUDGE
JACK PHILLIPS

JEAN TER HAR



RICHARD EGNER

DALE FRANDSEN

VICKI KINZER SIMMONS

WOODROW WILLSON

LOVELL-McCALL TIRE SERVICE
14th and Exchange

ANDERSON BROS. JEWELERS
Quality Jewelers for Over 45 Years

EQUITABLE SAVINGS & LOAN
Safeguarding Personal Savings Since 1890

HILDEBRAND AND COMPANY
1033 Commercial Street

JOHNSON PLUMBING
279 W. Marine Drive

Scholarship Patrons

MISS CLATSOP COUNTY PAGEANT $100.00

ASTORIA BPW CLUB $100.00

CLATSOP COMMUNITY COLLEGE STUDENT BODY $100.00

We are pleased to announce that the scholarship program for the Miss Clatsop County Pageant has been increased this year. The new Miss Clatsop County will receive $350.00, the 1st runner-up $150.00 and the 2nd runner-up, $50.00. In order to give more merchants and individuals the opportunity to support our scholarship program the SCHOLARSHIP PATRON was introduced. This patron is one who cannot give a large individual scholarship ,but was willing to donate to the amount of $5.00 or more. Following are these donors to whom we want to say "Thank You".

Astoria Cleaners
Roy Kinnunen's Home Appliance
Rogers' TV
Mrs. Delia Fox
Mr. and Mrs. Nestor G. Leino
Raasina Hardware
Johnson Radio & TV Service
Adelaine's Art and Apparel
Columbia Travel Bureau
Charlene Schulze
Roehm's Furniture
Mead's Upholstery
Lovell Auto Co.
Mattson Volkswagen, Inc.
Betty & Martin Hansen
Hansen's Cafe
Sven's Barber Shop
Home Baking Co.
Art Tilander
Astoria Florist
Mr. and Mrs. Louis Ruljancich
Sadie Van
Astoria Office Appliance
Utzinger's Book Store
Mr. and Mrs. Robert Craig
Mr. and Mrs. Charles Dymond
Consolidated Printing & Stationery
Jerry Sullivan Insurance
Ugo's Mr. "C"'s
Maunula Shoe Store, Inc.
Thiel's Music Center
Astor Court Grocery
Thelma Walther
Mr. and Mrs. Hiram Johnson
Mr. and Mrs. Axel Ramvick
Harry Swanson Realty
Judy Lagerwey
Mr. and Mrs. William Eskola
Crest Motel
Chris' News – Chris & Charles
Mestrich Families
Stretch & Sew Fabrics –
Bev McRostie
Astoria Flight Service

Miss Clatsop C

Master of Ceremon

STAR

MARGIE HUHTA
Miss Oregon 1969

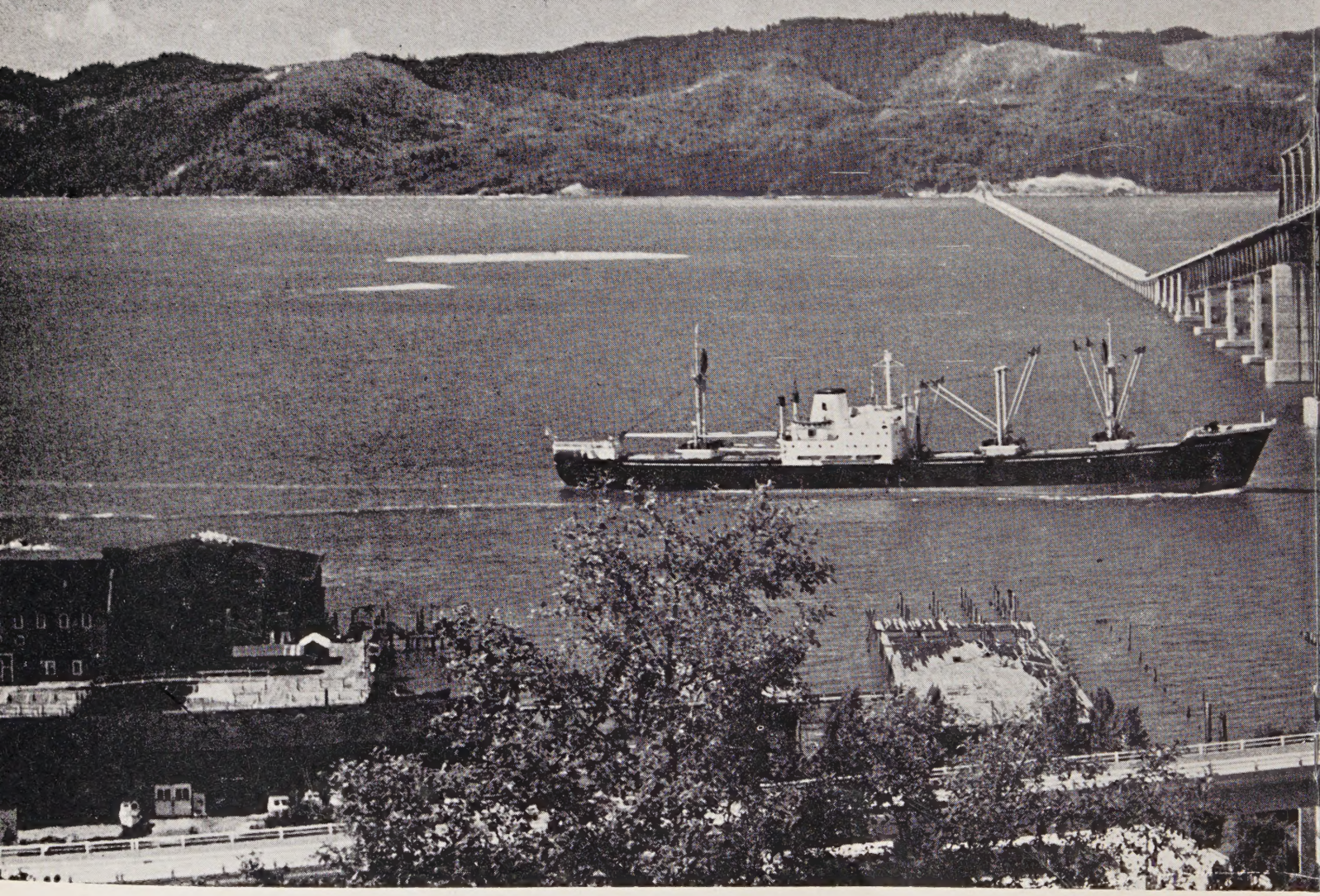
LUCILLE JOHANSEN TEEPLE
Miss Clatsop County 1968

BARBARA
1st Runner-Up M

PROG

PRESENTATION OF CONTESTANTS AND GUESTS
"TV" SISTERS
INTRODUCTION OF JUDGES
"I'M THE BRAVEST INDIVIDUAL IN THE WORLD" ..... Pageant Stars
EVENING GOWN COMPETITION ..... Contestants
"TV" SISTERS
MEDLEY OF SONGS ..... The West Wind
TALENT COMPETITION ..... Contestants

INTERMISSION



U.S. BANK

UNITED STATES NATIONAL BANK OF OREGON

Serving Clatsop County with branches in

ASTORIA
1215 Duane

SEASIDE
251 Avenue A

WARRENTON
160 S. E. Main

County Pageant

nies, Chuck Farmer

RRING

A LARFIELD
Miss Seaside 1970

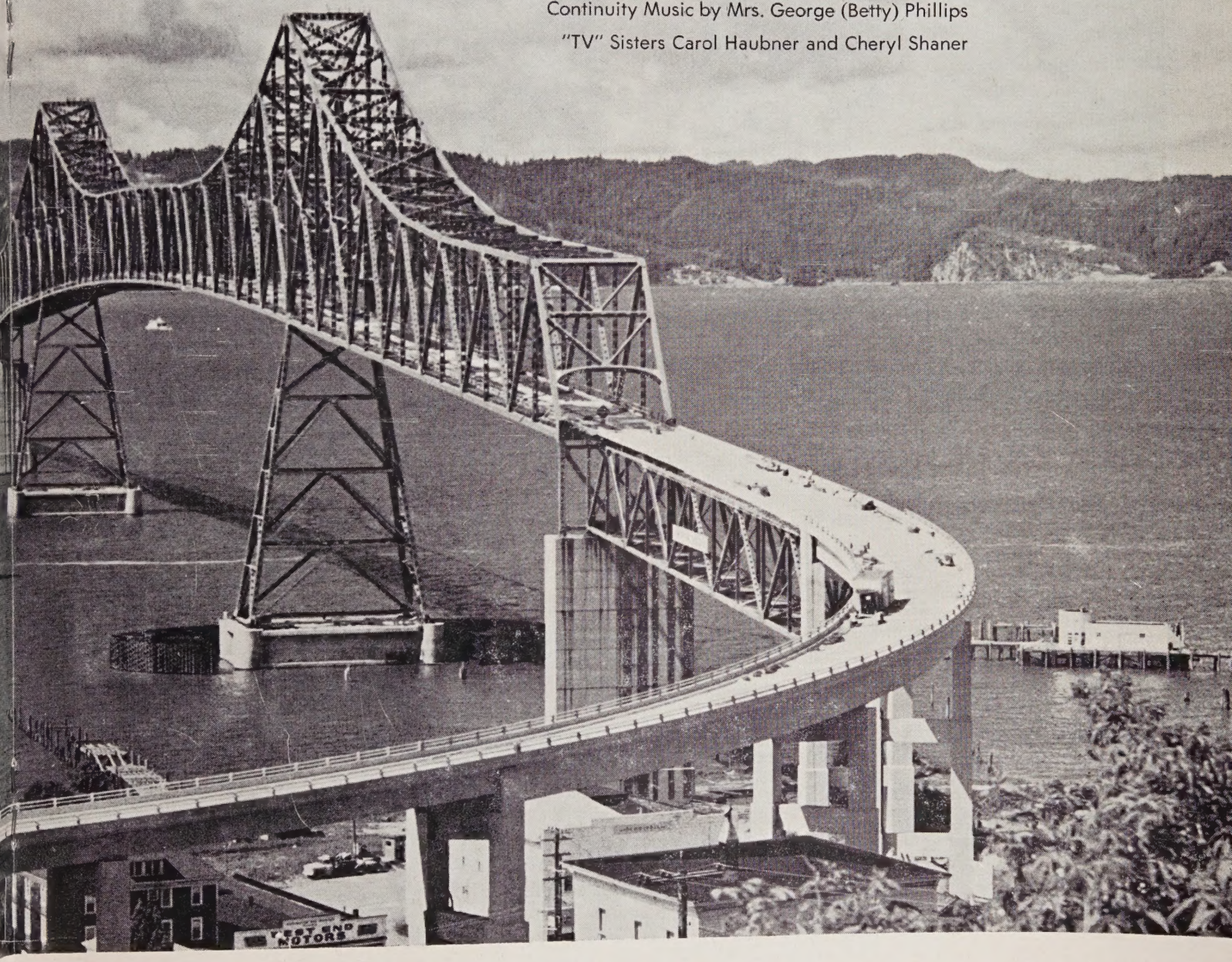
MARILYN WARD
Miss Clatsop County Contestant 1969

MARY KEMHUS
Miss Seaside 1970

GRAM

SWIMSUIT COMPETITION ..... Contestants
FAVORITE SONGS OF MISS OREGON 1969 ..... Margie Huhta
MISS CONGENIALITY
IMPROMPTU INTERVIEWS ..... Contestants
MISS OREGON — MISS CLATSOP COUNTY 1969 ..... Margie Huhta
MISS CLATSOP COUNTY CORONATION

Continuity Music by Mrs. George (Betty) Phillips
"TV" Sisters Carol Haubner and Cheryl Shaner



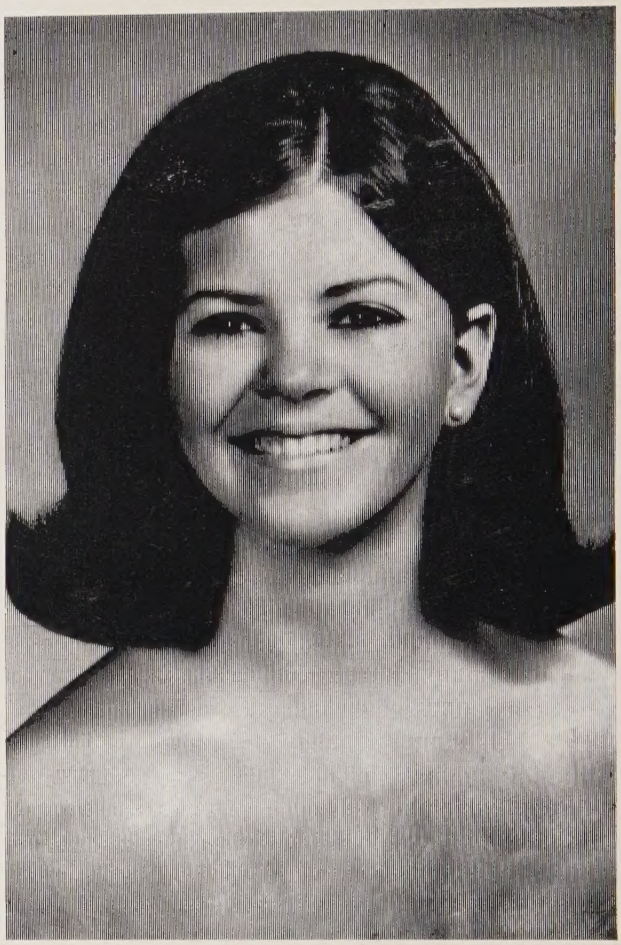
AMERICAN LEGION CLATSOP POST NO. 12

Largest Post in Oregon

Established in 1919

Contestant No. 1

DEBORAH BERG



Contestant No. 2

SUE HOWARD

PUBLIC MARKETS

Seaside — Astoria

HUGHES-RANSOM MORTUARY

Astoria — Seaside

ASTORIA APPAREL, INC.

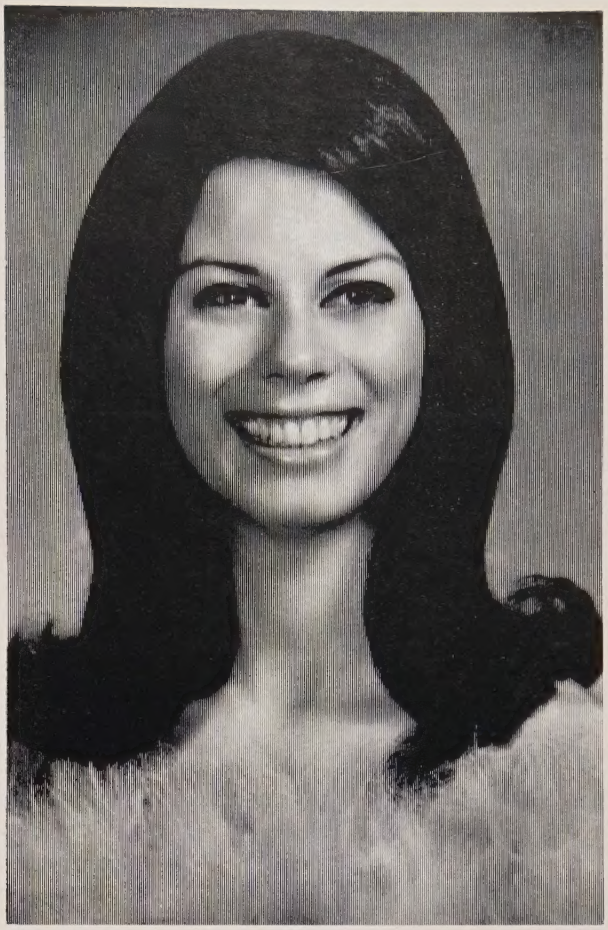
Distinctive Styles for Miss and Matron

FIRST FEDERAL SAVINGS & LOAN ASSOCIATION

303-11th Street

Contestant No. 3

MERRILLYN KILLPACK



Contestant No. 4

VALERIA TARABOCHIA

HAUKE'S FOOD MARKET
3177 Marine Drive

CREDIT BUREAU OF CLATSOP COUNTY
1030 Duane Street

ED NIEMI OIL COMPANY, INC.
Mobil Heating Oil

PIG 'N PANCAKE
Astoria — Seaside

Contestant No. 5

MARY CRAIG

Official Chaperone

MRS. EVERETT BUTLER

GIMRE'S SHOE STORE
14th St. Near Old Ferry Landing

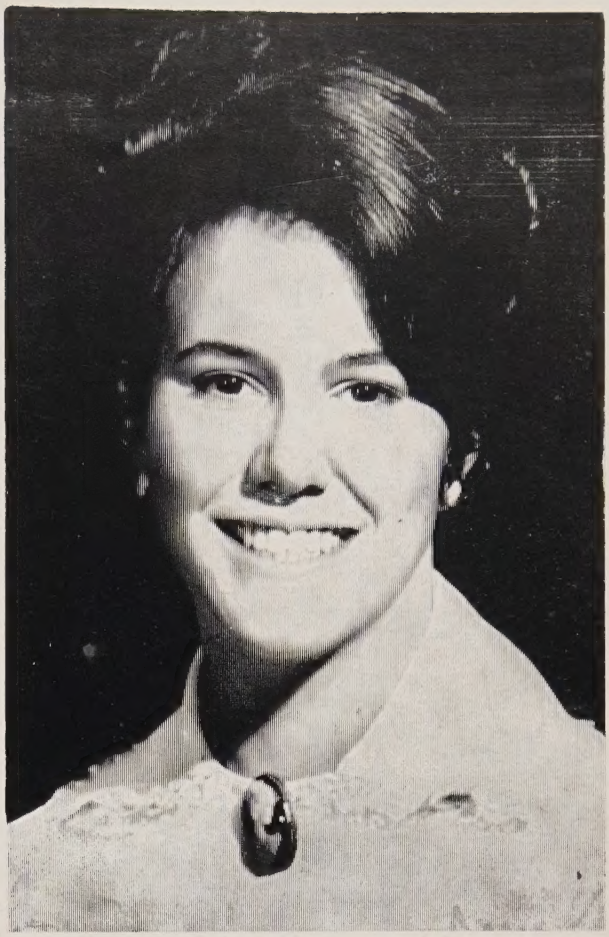
HOWARD B. JOHNSON LOGGING
Route 1, Box 651

RUSS' TUNE-UP & AUTO SERVICE
6th and Marine Drive

A. PUUSTI & COMPANY HARDWARE
210 W. Marine Drive

FIESTA RESTAURANT
1040 Commercial Street

MISS CLATSOP COUNTY PAGEANT HOSTESS
LUCILLE JOHANSEN TEEPLE



MISS OREGON PAGEANT HOSTESS
MISS SEASIDE — MARY KEMHUS

LOWER COLUMBIA BOWL
826 Marine Drive

SEA FARE RESTAURANT
Foot of Kingston Street

BANK OF ASTORIA
85 W. Marine Drive

BUMBLE BEE SEAFOODS
Astoria
"EASY WAY TO WIN COMPLIMENTS"

Miss Clatsop County

1965
BEVERLY BOURLAND
Astoria

1966
SHIRLEY MATTILA
Astoria

1967
GWEN JONES
Seaside

1968
LUCILLE JOHANSEN
Astoria

1969
MARGIE HUHTA
Knappa

SHANER'S JEWELRY
922 Commercial

HOUSE OF CHAN
Chinese and American Food

THUNDERBIRD MOTEL
400 Industry

WADSWORTH ELECTRIC
Beautiful Lighting Fixtures

JEANNE MADDOX DANCE STUDIOS
Astor Building